



Press Release

New Momentum Represents GSA at the DesignCon Conference

New Momentum Executive Speaks on IP Fraud Protection

Irvine, CA, February 2, 2009—Speaking on behalf of GSA (Global Semiconductor Association), New Momentum Vice President, Chris Jensen, will discuss how IP Fraud is impacting the semiconductor industry at the DesignCon Conference, Santa Clara Convention Center, Feb 2-5. During her presentation, which features a case study, she will discuss the cost counterfeiting and gray market activity to semiconductor companies, why this problem is becoming more serious, and the four steps necessary to recover revenue once you've identified the violators.

Stu Clifton, New Momentum CEO, reported, "According the US Customs and AGMA (Association for the Abatement of Gray Market and Counterfeits) statistics, approximately 50 counterfeit chips enter the US every second. That means semiconductor companies, no matter what their size, stand to lose significant amounts of revenue, brand reputation and channel partner loyalty every day. New Momentum is helping companies find and shut down these illegal operations with our advanced SaaS-based web mining solutions. Here's an example of the impact on a typical tier 1 company: one New Momentum customer found 500 instances of counterfeits or unauthorized sales within the first 30 days they used our solution."

About New Momentum

New Momentum offers Enterprise Risk Management solutions that provide tools to reduce operational risk, improving revenue and profits for companies who make or use electronic components in their products (includes consumer electronics). Armed with New Momentum's open market data, which is difficult or impossible to get any other way, enterprises can better protect their brand and intellectual property, improve partner compliance, manage supply interruptions reduce surprises in asset valuation and provide excess inventory resolution. www.newmo.com

About GSA:

The Global Semiconductor Alliance (GSA) mission is to accelerate the growth and increase the return on invested capital of the global semiconductor industry by fostering a more effective fabless ecosystem through collaboration, integration and innovation. It addresses the challenges within the supply chain including IP, EDA/design, wafer manufacturing, test and packaging to enable industry-wide solutions. Providing a platform for meaningful global collaboration, the Alliance identifies and articulates market opportunities, encourages and supports entrepreneurship, and provides members with comprehensive and unique market intelligence. Members include companies throughout the supply chain representing 25 countries across the globe. www.gsaglobal.org

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